

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2247	100.0%	4.4%	463	100.0%	1.9%	1784	100.0%	6.7%	972	100.0%	5.7%
<b>Sexe</b>												
<b>Homme</b>	463	20.6%	1.9%	463	100.0%	1.9%	0	-	-	223	23.0%	2.5%
<b>Femme</b>	1784	79.4%	6.7%	0	-	-	1784	100.0%	6.7%	748	77.0%	9.1%
<b>Age</b>												
<b>15 à 24 ans</b>	212	9.5%	2.9%	34	7.3%	0.9%	179	10.0%	4.9%	97	9.9%	3.1%
<b>25 à 34 ans</b>	252	11.2%	3.3%	56	12.0%	1.5%	197	11.0%	5.0%	132	13.6%	3.9%
<b>35 à 49 ans</b>	718	32.0%	5.7%	153	33.0%	2.4%	565	31.7%	8.8%	446	45.9%	7.2%
<b>50 à 64 ans</b>	674	30.0%	5.5%	150	32.3%	2.5%	524	29.4%	8.3%	280	28.8%	6.9%
<b>65 ans et plus</b>	390	17.4%	3.5%	71	15.3%	1.5%	319	17.9%	5.0%	16	1.7%	8.7%
<b>Individu</b>												
<b>Ménagère</b>	1636	72.8%	7.0%	0	-	-	1636	91.7%	7.0%	677	69.6%	9.9%
<b>Personne de Référence</b>	939	41.8%	3.3%	410	88.6%	2.0%	528	29.6%	6.7%	348	35.8%	4.1%
<b>Responsable des achats</b>	1861	82.8%	5.3%	260	56.2%	2.1%	1601	89.8%	7.0%	788	81.1%	7.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	28	1.2%	5.2%	10	2.1%	2.9%	18	1.0%	9.0%	0	-	-
<b>Petits patrons</b>	102	4.5%	6.2%	40	8.7%	3.5%	62	3.5%	12.6%	86	8.8%	5.8%
<b>Affaires et Cadres</b>	304	13.5%	6.4%	103	22.2%	3.5%	201	11.3%	10.9%	280	28.9%	6.5%
<b>Professions intermédiaires</b>	306	13.6%	4.5%	65	14.0%	1.9%	242	13.5%	7.4%	258	26.5%	4.6%
<b>Employés</b>	390	17.3%	4.7%	40	8.6%	1.9%	350	19.6%	5.6%	102	10.5%	5.7%
<b>Ouvriers</b>	129	5.7%	2.0%	66	14.3%	1.3%	63	3.5%	4.2%	14	1.5%	3.4%
<b>Retraités</b>	497	22.1%	4.0%	102	22.0%	1.7%	395	22.1%	6.0%	26	2.7%	11.0%
<b>Autres inactifs</b>	491	21.8%	4.9%	37	8.0%	1.1%	454	25.4%	7.0%	205	21.1%	6.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	39	1.7%	4.9%	10	2.1%	2.5%	29	1.6%	7.1%	0	-	-
<b>Petits patrons</b>	159	7.1%	6.0%	39	8.5%	2.8%	120	6.7%	9.5%	159	16.4%	6.0%
<b>Affaires et Cadres</b>	499	22.2%	7.3%	113	24.4%	3.2%	386	21.6%	11.5%	499	51.4%	7.3%
<b>Professions intermédiaires</b>	314	14.0%	4.2%	71	15.3%	1.8%	243	13.6%	6.8%	314	32.3%	4.2%
<b>Employés</b>	233	10.4%	4.4%	44	9.6%	2.0%	189	10.6%	6.2%	0	-	-
<b>Ouvriers</b>	256	11.4%	2.7%	56	12.0%	1.1%	200	11.2%	4.4%	0	-	-
<b>Retraités</b>	584	26.0%	4.0%	106	22.8%	1.6%	479	26.8%	6.0%	0	-	-
<b>Autres inactifs</b>	164	7.3%	4.2%	25	5.4%	1.7%	139	7.8%	5.8%	0	-	-

# Elle Décoration

Bimestriel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	369	16.4%	3.9%	54	11.7%	1.3%	314	17.6%	5.9%	87	8.9%	5.0%
<b>2 personnes</b>	814	36.2%	4.5%	183	39.6%	2.1%	631	35.4%	6.9%	276	28.4%	6.4%
<b>3 personnes</b>	419	18.6%	4.5%	93	20.0%	2.0%	326	18.3%	6.9%	209	21.5%	5.5%
<b>4 personnes</b>	408	18.1%	4.4%	84	18.1%	1.8%	324	18.2%	7.0%	258	26.5%	5.5%
<b>5 personnes et +</b>	237	10.6%	4.5%	49	10.7%	2.0%	188	10.5%	6.8%	143	14.7%	5.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	759	33.8%	4.8%	161	34.7%	2.2%	598	33.5%	7.1%	475	48.9%	6.2%
<b>Non</b>	1488	66.2%	4.2%	302	65.3%	1.8%	1186	66.5%	6.5%	496	51.1%	5.3%
<b>Habitat</b>												
<b>Communes rurales</b>	447	19.9%	3.8%	83	18.0%	1.5%	363	20.4%	5.9%	168	17.3%	5.0%
<b>Agglo. - 20 000 hab</b>	316	14.0%	3.5%	67	14.5%	1.6%	249	13.9%	5.3%	108	11.1%	4.2%
<b>Agglo. 20 000 à 100 000 hab</b>	296	13.2%	4.3%	52	11.3%	1.5%	244	13.7%	7.2%	105	10.8%	5.2%
<b>Agglo. + 100 000 hab</b>	703	31.3%	4.6%	149	32.2%	2.1%	553	31.0%	7.0%	311	32.0%	6.0%
<b>Agglo. Paris</b>	486	21.6%	5.8%	111	24.1%	2.8%	375	21.0%	8.5%	280	28.8%	7.2%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	529	23.5%	5.6%	124	26.8%	2.8%	405	22.7%	8.2%	297	30.6%	6.9%
Nord-Pas-de-Calais	107	4.8%	3.3%	18	4.0%	1.2%	89	5.0%	5.2%	48	4.9%	5.2%
Lorraine	75	3.3%	3.9%	9	1.8%	0.9%	67	3.7%	6.7%	27	2.8%	4.9%
Alsace	54	2.4%	3.6%	17	3.6%	2.3%	38	2.1%	4.8%	25	2.6%	5.1%
Franche-Comté	33	1.5%	3.5%	6	1.3%	1.3%	27	1.5%	5.6%	13	1.3%	4.9%
Champagne-Ardenne	40	1.8%	3.6%	4	0.8%	0.7%	36	2.0%	6.4%	13	1.3%	3.9%
Picardie	53	2.3%	3.4%	10	2.1%	1.3%	43	2.4%	5.5%	13	1.4%	3.1%
Bourgogne	39	1.7%	2.9%	6	1.3%	0.9%	33	1.9%	4.7%	16	1.6%	4.4%
Haute-Normandie	43	1.9%	2.9%	8	1.7%	1.1%	35	1.9%	4.5%	18	1.9%	4.2%
Basse-Normandie	55	2.5%	4.6%	12	2.6%	2.1%	43	2.4%	6.9%	17	1.8%	5.2%
Centre	89	4.0%	4.3%	20	4.4%	2.0%	69	3.9%	6.4%	44	4.5%	7.0%
Pays de la Loire	107	4.8%	3.7%	30	6.6%	2.2%	77	4.3%	5.2%	49	5.1%	6.0%
Bretagne	80	3.6%	3.1%	16	3.5%	1.3%	64	3.6%	4.7%	29	3.0%	3.7%
Poitou-Charentes	66	2.9%	4.5%	15	3.3%	2.1%	51	2.9%	6.7%	22	2.2%	5.9%
Aquitaine	150	6.7%	5.6%	29	6.3%	2.3%	120	6.8%	8.6%	70	7.3%	8.7%
Midi-Pyrénées	91	4.1%	3.8%	22	4.7%	1.9%	69	3.9%	5.6%	42	4.3%	5.2%
Limousin	20	0.9%	3.2%	2	0.5%	0.7%	18	1.0%	5.6%	10	1.0%	6.2%
Auvergne	53	2.4%	4.7%	5	1.2%	1.0%	48	2.7%	8.1%	17	1.7%	5.5%
Rhône-Alpes	233	10.4%	4.6%	45	9.6%	1.8%	188	10.6%	7.2%	86	8.9%	4.8%
Languedoc-Roussillon	115	5.1%	5.3%	21	4.5%	2.0%	94	5.3%	8.2%	30	3.1%	4.6%
Provence-Alpes-Côte-d'Azur-Corse	214	9.5%	5.0%	45	9.7%	2.2%	169	9.5%	7.4%	85	8.7%	5.9%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1344	59.8%	4.9%	306	66.1%	2.2%	1037	58.2%	7.7%	738	76.0%	5.7%
Presque tous les jours	311	13.8%	5.1%	52	11.2%	1.8%	259	14.5%	8.0%	141	14.5%	6.0%
1 à 2 fois par semaine	144	6.4%	4.4%	31	6.7%	2.1%	113	6.3%	6.3%	54	5.6%	5.8%
1 à 3 fois par mois	33	1.5%	3.9%	0	-	-	33	1.9%	6.5%	8	0.9%	5.5%
Moins souvent	51	2.3%	3.8%	11	2.5%	1.8%	39	2.2%	5.6%	7	0.7%	5.0%
Jamais	5	0.2%	4.0%	3	0.7%	3.7%	2	0.1%	4.7%	3	0.3%	20.6%

# Elle Décoration

Bimestriel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	98	4.4%	4.6%	18	3.9%	2.1%	80	4.5%	6.2%	11	1.1%	5.9%
De 9 000 à moins de 12 000 euros par an	123	5.5%	3.7%	30	6.5%	2.6%	93	5.2%	4.2%	17	1.8%	7.1%
De 12 000 à moins de 18 000 euros par an	230	10.2%	3.5%	31	6.6%	1.1%	199	11.2%	5.3%	26	2.6%	3.3%
De 18 000 à moins de 24 000 euros par an	238	10.6%	3.2%	38	8.3%	1.1%	200	11.2%	5.1%	71	7.3%	4.4%
De 24 000 à moins de 36 000 euros par an	504	22.4%	4.4%	89	19.2%	1.6%	415	23.3%	6.9%	193	19.9%	5.2%
De 36 000 à moins de 45 000 euros par an	286	12.7%	4.4%	72	15.6%	2.0%	214	12.0%	7.3%	151	15.5%	5.1%
De 45 000 à moins de 65 000 euros par an	298	13.3%	5.0%	67	14.5%	2.0%	231	12.9%	8.8%	181	18.6%	5.1%
De 65 000 à moins de 80 000 euros par an	106	4.7%	6.9%	34	7.4%	3.7%	72	4.0%	11.6%	84	8.7%	7.6%
De 80 000 à moins de 115 000 euros par an	81	3.6%	8.3%	19	4.2%	3.3%	62	3.5%	16.3%	69	7.1%	8.6%
115 000 euros et plus par an	57	2.5%	12.5%	21	4.5%	7.5%	36	2.0%	19.8%	56	5.8%	14.6%
Refus	178	7.9%	5.5%	43	9.3%	3.2%	135	7.5%	7.2%	92	9.5%	8.1%
Ne sait pas	49	2.2%	3.4%	0	-	-	49	2.7%	5.9%	21	2.2%	4.5%